



9 FEB 1960



Parkergrams

U.S.A.

Sixty-Fourth Year of Publication
February, 1960

Dear Friend:

What they are saying about '60: U.S. Gross National Product is expected to top \$510.3 billion, a whopping 6.4 per cent above 1959. ... Capital outlays by business are expected to increase to a new annual rate of \$34.5 billion in the first quarter of this new year. ... Consumer annual income, after taxes, should reach \$335 billion in the first quarter. ... New construction expenditures are expected to rise two per cent over 1959 to a new high of \$55,300,000,000 by the end of 1960.

The December issue of Industrial Design magazine regularly contains a review of the year's superior product design. Criteria are innovation, organization of components, imaginative use of material, humane concern for the user and sheer visual finesse and appropriateness.

This year Industrial Design selected two Parker products for inclusion in its review. They are the Jotter Memo desk set and the Parker Minim Jotter ball pen.

Nary a business-minded soul, Parker merchandising men are betting, would pass up an opportunity to advertise in Life magazine -- if they could afford the cost. For that reason, they have planned a special full page ad selling the Parker 61 Jet Flighter pen for the March 31st issue of Life, an adjoining half-page of dealers' names.

Think about this: here's a chance to place a current issue of Life magazine in your best display window, with your name circled in red to catch the eye of passers-by. Think about it, and then ask your Parker salesman when he comes through the front door. He'll give you all the details.

The "gift of writing" was given some 15,000 Guatemalan children and thousands of youngsters in other needy areas some time before Christmas. CARE, Inc. made the announcement of the distribution of 30,000 Liquid Lead pencils donated by Parker. Exactly half will be used to boost a rural education program in the under-developed areas of Guatemala; the remainder will be scattered among CARE mission chiefs the world over.



CARE was chosen purposefully. It has excellent machinery for distributing gifts and it can pick and choose its areas and thus avoid infringement on normal sale of merchandise.

Here are some points to remember when preparing a window or counter display. Visual interest is gained by placing brightness against darkness, warm colors against cool colors, almost any color against gray, detail and texture against filminess, and solid form against plain space. But don't take our word for it alone. Read Faber Birren's new book "Selling Color to People."

On February 1, Eversharp added a brand new ball pen to its growing line of handy products. The Eversharp Reporter is longer and slimmer than any of its predecessors. It has a smooth, seamless barrel which blends softly from a round button to the familiar Eversharp triangular contour grip. It is tipped in metal.

The new pen is being introduced in seven colors: black, green, red, gray, blue, white and yellow.

Scientists are beginning to collect information which may reduce pilferage in retail stores. It seems that there may be a direct connection between ionization of the air and the rate of crime. During hot, humid weather (days when the air is filled with positive-charged ions) the number of thefts goes up. But when it is bright, sunny and dry outside, there is little impulse to steal, say the scientists.

The gimmick is this. Ionize the air going through your ventilation system with a good supply of negative ions and you're likely to reduce your pilferage problem.

The Parker 61 Capillary pen has been referred to as the "Cadillac" of writing instruments. In view of recent news reports, it seems more appropriate to call it the "Rolls-Royce" among pens. The makers of that fabulous automobile made headlines recently by telling that each car coming off the Rolls-Royce production line receives extensive road tests before delivery.

Similarly, the Parker 61 pen undergoes thorough inspection and writing tests before being released for sale and shipment. In addition to countless sub-assembly controls on quality, each completed 61 pen is filled with a special, lightly tinted liquid which in actual writing provides evidence for judging performance. Residues of this liquid left in the pen after centrifuging condition the unit for faster filling and instant starting.

Only from two to five per cent of all 61 pens produced fail to meet the rigid standards set down for them. These are then dismantled and each part carefully examined for defect. When reassembled, with non-conforming parts eliminated, the rejected pens must once more undergo the same set of quality tests.



Admittedly, this inspection and testing procedure is expensive. But Parker's tradition of quality will not be sacrificed for the sake of increasing profit margins.

The December reunion of alumni of the American Institute of Business, Des Moines, Iowa, resulted in the founding of a unique organization dedicated to encouraging members to write each other on all special occasions; marriages, births, deaths, promotions, holidays, et. al.

It was summarily named the "Order of Jotters" and takes the Parker Jotter ball point as its official emblem, according to Everett O. Fenton, president emeritus of A.I.B. The group's motto is "Have Jotter -- Will Write."

About the same time that we learned of the founding of the "Order of Jotters" we received a letter from Andrew Fountain III, of Savannah, Ga. He is one of the key organizers of another group (all college students) who have dedicated themselves, unofficially, to promoting the use of the fountain pen. The ball pen, says Fountain, is "an inferior, non-expressive device ..."

The hallmark of the silversmith was and is his mark of quality. A modern hallmark for pen retailers is the Parker Franchised Dealer decal, available to all who have signed agreements with the company. Ask about it.

Red and yellow are the best attention-getting colors. And everybody uses them. We start in kindergarten painting yellow houses with red windows and end up selling everything from clothes pins to sailing yachts with red and yellow advertising and posters.

So what do people do to get their reds and yellows seen among everyone else's? Here's what Parker has done. Sales promotion people have come up with attractive values of red and yellow in the form of rust and gold and combined them in big bold horizontal stripes with black and white. And they have put them to work selling T-Ball Jotter pens on counter merchandise cards. You will welcome the net result.

Gift giving events like birthdays (1.5 million per month), graduation, Mother's and Father's Days, back-to-school, and Christmas are all covered by a new "Gift Event" display prepared for Parker dealers by sales promotion experts for 1960. The display is made of enduring wood finished in modern walnut and gold-like metal. Metal rods sweep upward from the base like rocket trails and hold four pens aloft. A fifth pen, gift-boxed may rest on the base itself.

These features surround a central placard holder which contains three cards, printed on both sides. To remind traffic of the current gift-giving event, a dealer need only place the proper card at the front.



Is the U.S. producing a generation of semi-illiterates with poor penmanship? On top of numerous reports on why Johnny can't write legibly is a U.S. News and World Report article titled, "Poor Writing: A Growing Problem for College Students." The piece deals with the poor state of composition evidenced in American colleges. Students are showing difficulty with writing good English. The trouble appears to go back to the lack of emphasis on basic three R's in the grades, the article points out.

"When luxury is their way of life ... select their gift from Parker's Luxury line." That's a slogan currently in use in point of sale material. Dealers can add a great deal of aura and meaning to the phrase by employing a specially designed counter-top case available since late '59. The case is an all glass beauty named simply No. 300.

The unique thing about the 300 case, we think, is the fact that sales people regularly supply new displays especially created for use in the case. Dealers will recall that there were two sizes in the Christmas "Treasure Chest" display made up by Parker. The smaller of the two was fitted to the 300 case.

Today, there is a new two-way display for that case. A low, metal oval mounted on a polished black plastic base holds either six Parker 61 Jet Flighter pens or a selection of appropriate gift Parkers, depending upon which side of the self-contained placard is exhibited.

Throughout the year new displays for the 300 case will be readied and made available to those who have it.

Clips: If you missed the January 1960 issue of Parkergrams USA -- so did we! ... It is possible now to take your morning coffee break from an aerosol can, thanks to Tasti-Cup Coffee Corporation, Brooklyn, N.Y. ... Some 4,500,000 babies will be born in 1960. Last year more than \$4 billion was spent on the necessities for infants. It is expected that about \$1,000 will be lavished on the average 1960 baby. That's twice the amount spent in 1950. And soon, each will be taught to write. ... Two suggestions for shortening the name of Fountain Pen and Mechanical Pencil Manufacturer's Association Incorporated received after our November commentary have been passed along to the Association's promotion committee looking to improve its name. The names are Writing Equipment Industries and Writing Instrument Institute. ... Los Angeles, second largest city in the U.S. in terms of population, has retail sales above \$9 billion, second only to New York. Yet it is third in the nation for income level.

Cordially,

The Parker Pen Company



1 MAR 1960



Parkergrams

U.S.A.

Sixty-Fourth Year of Publication
March, 1960

Dear Friend:

In December Parkergrams USA hinted at the answer to a Reader's Digest circulation guessing contest conducted among 2,000 Parker dealers whose names had been selected at random from Parker's Franchise list. We said the average circulation of the magazine was over 12 million and under 14 million.

Stanley Newman, of New York, almost hit the nail on the head with a guess of 13,109,750 and won top prize, a lifetime subscription to the Digest. Runners-up who receive five year subscriptions are Frank Lees, Media, Pennsylvania; and George R. Howard, Tampa, Florida. Twenty others from coast to coast won one year subscriptions in the contest.

You can't fool all of the people all of the time was Lincoln's philosophy, but he probably allowed that some people can go about fooling themselves for a lifetime without being aware of it. This type is easily spotted and they are sometimes found in the pen business.

You'll find him putting hard work and effort into selling brands that he must discount because the guy down the street is doing it, when he could direct that same effort toward selling brands which give him full profit return. There's a solution to his problem, if he'll see it, and it is called the Parker Prime Supplier Plan.

It's a 10-point program: (1) Declare Parker your prime writing instrument supplier, (2) Use continuous window displays and tie-in with seasonal promotions, (3) Devote all-out displays inside your store for Parker promotions, (4) Alert and bulletin all sales personnel on all Parker promotions, (5) Schedule special clerk training programs in the store, (6) Allocate majority of window displays to Parker -- more, if possible, during special seasonal promotions, (7) Allocate majority of interior displays to Parker merchandise, (8) Discuss plans for and merchandising of Parker case units with your Parker Account Manager, (9) Establish with your Parker Account Manager an inventory control and set your purchases to accomplish a volume objective, (10) Make this Parker program effective at once and follow a seasonal outline according to a definite plan.



You'll find Parker ready with both materials and assistance calculated to make this Prime Supplier Program succeed. A good many retailers from coast to coast have already agreed and express pleasure with the results.

There is a movement afoot in both the United States and England to give a hand to the most neglected of the three R's -- writing. Many people are familiar with the work of the Handwriting Foundation and the efforts of some companies to teach better handwriting to employes. But few realize that there is a group of enthusiasts who are trying to revive interest and skill in calligraphy. These purists warn that Anglo-American handwriting is taking on the inscrutable character of cuneiform or Zulu sand drawings.

In England, a classic form of handwriting is being taught at Eton, Winchester, and Harrow, three of that country's top prep schools. Youngsters having trouble with the course will, no doubt, call to their defense two English notables, Henry VIII who couldn't write at all, and William Shakespeare whose handwriting could hardly have been worse.

The Parker Pen exhibit of Contemporary Italian Art is now scheduled to be shown in six of America's leading department stores in the coming months. It opened at Rich's, in Atlanta, on February 15 for a two week stay.

In March, Marshall Field & Company, Chicago, will exhibit the 64 paintings. In April, the exhibit is scheduled for Hecht's, in Washington, D.C. The dates there are April 23 to May 16. Then the exhibit goes on to Wanamaker's in Philadelphia where it will open May 23.

B. Altman, on Fifth Avenue in New York City, and Robinson's in Los Angeles have both accepted the exhibit and are deciding on appropriate dates for showing it. The Italiart Exhibit, as it is sometimes called, premiered at Jordan Marsh, in Boston, its port of entry.

"In this country, Mr. and Mrs. Consumer reign supreme," said Henry H. Henley, marketing vice president of McKesson & Robbins, recently in speaking of what the next decade holds for retailing. "Consumers," he said, "will have more purchasing power, more leisure time, a better education, more mobility, larger families, closer family interest.

Tomorrow's consumer will be more loyal to the store than to store personnel. Decor and atmosphere will become increasingly important. More and more stores of all types will adopt longer working hours, catering to family shopping six nights a week. Watch for competitive trends even to be open for business on Sundays.

Clerk-hire costs will increase following the trend of higher wages for shorter work periods. Location equity will lose its importance. The big store on the



main corner will lose its appeal as the shopping center revolution puts all stores on pretty much of an equal footing. Nearness to the prestige store will no longer be important."

Henley said that new products will glut the market in the 1960's. In the drug field alone, he said, products not existing today will account for 50 per cent of retail sales. "We all know," he added, "that new products don't necessarily eliminate an old one so the total number of products will be astronomical."

Ballpoint pens, together with ordinary U.S. road maps, Roosevelt dimes and 10-inch long-playing jazz records are considered the most popular gifts a visiting American can give a Russian. And photographs of the tourist, his family, home or neighborhood are sure crowd stoppers.

It is in the nature of present-day ballpoint pens to "dry out" a bit where the ink-coated ball is exposed to air for an extended period of time. Sometimes, this creates a starting problem. In the case of the Parker T-Ball Jotter pen or its refill, a simple way to get the ball a'rolling is to make a fast checkmark on writing paper, applying more than normal pressure. The checkmark forces the ball through a rapid change of direction and will generally break the seal caused by dried ink.

When someone stops advertising, someone stops buying. When someone stops buying, someone stops selling. When someone stops selling, someone stops making. When someone stops making, someone stops earning. When someone stops earning, someone stops buying. When someone stops buying, someone had better start advertising.

Sellers of consumer hard goods would be required to list financing charges on installment payments separately from the price, if a bill goes through Congress which is now in the Senate Banking Committee. Hearings may start this month, and a watered down version is given a fair chance of passage. The Federal Trade Commission would probably be assigned responsibility for the new regulation. The Federal Reserve Board approves, but commercial banks have not as yet made their opinion known. Banks are getting an increasingly bigger piece of consumer credit business with check credit and local installment charge card plans.

An economic analyst recently told a group of merchants, worried about the current flight of business from downtown to the suburbs, that the most is yet to come. He predicted a "tremendous explosion" in business dispersal.

He told the retailers "I don't think there is a single downtown that has maintained its proportion of sales ... we have to change downtown facilities if it is to survive. I think there is a chance that a large part of downtown will be lost unless something is done."

Another man concerned with the problem told the same audience: "Cities that are to grow greater in the future must continue to make downtown a center for



financing, trading, selling, entertainment and government facilities. We must make it easier to get to downtown and make it interesting to people when they are downtown."

In the cartoon world: Dad complained that he couldn't find his fountain pen when he knew he had left it in a desk drawer. The family ignores his plight. So when he arrives home that evening proudly displaying his newly purchased pen, each member of the family waves an old one found during the day.

Salutary note: A letter received in the Parker offices from a gentleman in Paraguay closed with three words: "United Nationsly Yours."

"Tax help for small firms will get a big push in the House this session," according to the Fountain Pen & Mechanical Pencil Manufacturers' Association. The help will come in the form of a proposal to allow business firms to plow back \$30,000 or 25 per cent of earnings each year, whichever is greater, in order to promote business growth, said the association. "The proposal would apply to all businesses, regardless of size, though the small business would benefit most."

We get letters: "The nicest, or perhaps I should say, one of the nicest Christmas presents I got this year was a copy of your 'Parkergrams' from Willis Wolf of Horder's Inc., in Chicago ... I spend much of my time addressing sales and management groups across the country. I'm always interested in new ideas and I must admit your 'Parkergrams' was loaded with ideas." The writer is Dr. G. Herbert True, Visual Research Inc.

Clips: Heard over a commercial airliner's inter-com system: "Ladies and gentlemen, let us all bow our heads. We are about to leave the great state of Texas." ... Carson, Pirie, Scott, in Chicago, has installed quartz infra-red heat lamps outside the store just above display windows. That way, window shoppers never chatter a tooth when passing and pausing. ... Sunbeam Corporation will participate in co-op ads only when prices are omitted. Objective is "to place emphasis on the powerful Sunbeam quality image rather than on ridiculous pricing." ... Henry Prust, Parker Pen Service chief, recently received a standard repair invoice along with payment of 35 cents. A note saying "Sorry for the delay" was attached. The invoice was dated April 5, 1945. ... A Texas oilman asked Stanley Marcus of Nieman-Marcus, what sort of net profit margin stores worked on. Between 1.5 and 3 per cent, he replied. The oilman countered: "In our business, we spill that much." ... If all the bank checks cashed in the United States last year were stacked into one pile, they would stretch 900 miles into space, the American Banker's Association states. The total value of these checks is about \$2.5 trillion, over 30 times our national budget. ... And, in Tulsa, Oklahoma, incumbent candidate for mayor, James Maxwell, has a campaign poster showing him giving blood. Its caption: "Maxwell, good to the last drop."

Cordially,

The Parker Pen Company



AD _____
22 APR 1960



Parkergrams U.S.A.

Sixty-Fourth Year of Publication
April, 1960

Dear Friend:

Columnist Bob Considine tells of an American statesman who delighted natives of an under-developed country by presenting them with thousands of ball point pens. Within two months they all hated him. He never sent the refills.

Edgar LaParle, pilot of the Northwest Airlines plane which blew apart in the air over Indiana last month, may be recalled by many oldtimers in the pen business. During the late twenties and early thirties, LaParle piloted a high-wing Fairchild cabin plane named the "Duofold" and owned by The Parker Pen Company.

The "Duofold" flew five days a week in one of the most successful trade relations programs in company history. Before the plane was finally retired, it had given air rides to more than 14,000 Parker dealers and clerks throughout the nation.

Parker spot TV advertising is now mid-way in a ten-week campaign in 71 of the top metropolitan areas of the U.S. Advertising men were assured of a minimum of 60 rating points per week in each market when time was purchased. This is more television "weight" than Parker has ever carried in a Spring campaign -- and it is all on the T-Ball Jotter pen.

There is a lesson to be learned in watching an experienced clerk sell a wristwatch. His handling of this valuable merchandise is an important part of the sale and one that pen clerks can copy. For example, he will never flop the watch carelessly onto the counter. If he does not use a jewelry pad, he will gently lay the watch over the back of his hand.

The point is that pens, like fine watches, should be handled as though they are expensive jewelry pieces. When showing a fountain pen, remove the cap and lay it across the palm of your hand. Most pen colors show up well against the natural color of your skin and, too, your hand is soft, offering pleasing contrast with the hard, jewel-like finish on most fine pens.

Even if the pen you show is an inexpensive ballpoint, the way you handle it will impart an impression of worth to the instrument, and often, it is the impression which sells.



Some time ago, Parkergrams USA reported that the Fountain Pen and Mechanical Pencil Manufacturers' Association Incorporated would like to shorten its name. A series of suggested titles have been offered by interested Parker dealers. All have been forwarded to the Association for consideration. The latest offering comes from Harry Beiman, The Diamond Shop, Chicago. He suggests "Fountain Pen Industries."

The Parker 61 Jet Flighter pen comes in for some heavy promotion in the Spring advertising campaign which began with a special Life magazine promotion April 4. A full page ad on the Jet Flighter appeared in Life with an adjoining half-page packed with the names of Parker dealers who are featuring the Jet Flighter.

Following this comes a full page on the air-borne pen in the May 14th issue of New Yorker; a full page on the Jet Flighter in the May Holiday; a full page in the June Esquire; and a full page in Sunset magazine that same month.

In addition to these, there will be United and Delta Airlines tie-in material in both April and May, and Don McNeill will demonstrate his powerful selling ability on the Jet Flighter three times a week through May and June.

Like Life magazine, Holiday, Esquire and Sunset will be providing point-of-sale promotional material related to the Jet Flighter advertising scheduled to appear in these publications. Holiday will distribute a quantity of eased counter cards and ad blow-ups. Esquire will provide counter cards, soft sheets, and United Air Lines ticket mailings. Sunset will send counter cards and soft sheets.

Periodically, since the inauguration of the Parker Franchise Program in September of 1956, shopper surveys have been made to determine how well the plan was functioning. Specific questions in mind when the surveys are made in Fair Trade states are: Do Parker dealers really feel the program is important or will some cut the Parker price to make an individual sale? How well does the average dealer live up to the terms of the agreement? What do they think of Parker merchandise?

Results of these surveys have been gratifying. Parker dealers, generally, appear to appreciate the company effort to protect the profit margin of the dealer, few realizing that the company is continually working through the courts to enforce its Fair Trade rights when and where they are violated.

We quote now from a shopper survey made recently in New York City. These are actual accounts of what was said between shopper and clerk.

Shopper: Do you have Parker pens?

Clerk: Yes, here they are.

Shopper: How much are they, this pen?

Clerk: That is the \$5.00 pen. ("21")

Shopper: What is your price on it?

Clerk: \$5.00, it is fair trade, no place in New York can sell it cheaper.



Shopper: I would like to get a nice Parker pen.

Clerk: Here you are. These are the ones you just dip into ink, and it fills itself. (Parker 61 Classic Lustraloy cap.)

Shopper: How much is it?

Clerk: \$15.00.

Shopper: Can I get a break on this?

Clerk: We cannot cut on Parker, as we would lose our franchise.

Shopper: I would like to see a Parker 61 pen.

Clerk: Sure, here is one. (Parker 61 Classic.)

Shopper: It is nice, how much is it?

Clerk: \$15.00.

Shopper: Can you do better on the price?

Clerk: No, \$15.00 on that.

Shopper: How about the discount?

Clerk: Not on these, they are the best pens out.

Two brand new merchandise displays have been created for the Spring selling season by Parker point-of-sale specialists. Both feature a money-saving device which makes them virtually pilfer-proof.

One is a semi-permanent counter display for the International line of gift ball points. The display holds an assortment of eight Parker ball pens on a jeweler's pad under an acetate cover. The pad slides out easily from the back of the display, giving the clerk a rich background on which to show and sell this gift pen line.

The other display features the new Parker Presentation sets. It is a handsome, permanent display designed for prime counter position. Maximum product visibility is achieved by encasing the sets in a cylinder of clear plastic. A small latch hidden from the consumer makes this display as safe as a bank vault. The latch can be quickly flipped back and the cylinder raised so the clerk can sell directly from the display.

Valentine's Day is well past, but here's an idea to file away which guarantees mid-February traffic for your store. It is the product of the fertile mind of Harold Thorsen, owner of The Pen Point, Columbia, Mo.

Several days prior to Feb. 14, Thorsen advertised a contest which drew the oldest and most unique valentines as entries. Prizes were offered, among them a Parker pen.

With more than 150 entries, Thorsen built a grand display and generated a great deal of interest. Many of the ancient, but still beautiful cards still had their original envelopes, one dating back to 1859. Others had been framed and were as much as 80 or 90 years old.

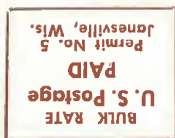


Aside from increasing his traffic many fold, Thorsen attracted the attention of the local newspaper which did a full page of pictures and text on the contest.

Clips: Hy Siegel, proprietor of PenCraft, Inc., Boston, scored something of a record recently by managing (Lord knows how) to repair a Parker "Lucky Curve" pen which was manufactured in 1894. ... Travel between Seattle's Bon Marche downtown store and its store in the Northgate Shopping Center is a three-minute hop via helicopter. Store executives currently use the service, but plans call for extending it to the public. ... Don't laugh at the foreign visitor. Last year he spent an estimated \$879 million in the U.S. and is expected to spend more than \$1 billion in 1960. ... A free trial of a checking account brought a 400 per cent increase in business to a Chicago bank. New accounts received 60 days free service, a book of 50 imprinted checks, and a pen -- all free. ... A covered wagon is used as a symbol for the 106th anniversary of Steinfeld's in Tucson. The same family still operates the store. ... One pencil manufacturer has finally come out from under the mystifying 1B, 2H, 5H-type code which has long graded the hardness of pencil leads. The company now uses Extra Soft, Soft, Medium and Hard which everyone understands. ... A British manufacturer, to inspire public confidence, donated plastic slide viewers to a Boy Scout group. Then, as sometimes happens, it was learned that instead of including glimpses of animal life the viewers mistakenly contained slides of nude pin-up girls. ... 385,000 brand names compete today on the shelf space of retail stores. ... A fiery-tempered businessman wrote the following letter: "Sir -- my stenographer, being a lady, cannot type what I think of you. I, being a gentleman, cannot think it. You, being neither, will understand what I mean."

Cordially,

The Parker Pen Company





6 JUN 1960



Parkergrams

U.S.C.

Sixty-Fourth Year of Publication
June 1960

Dear Friend:

A letter appearing in a Honolulu newspaper recently recommended the following for revitalizing ball point pen refills which run dry. A housewife wrote: "When the filler of a ball point pen goes dry, put it in a sauce pan with enough water to cover it and bring it to a boil. I have twice revived a dry filler in this manner -- the same one! I boiled four dry fillers this morning which I just bought and now they are fine."

Senator and Mrs. Alexander Wiley were the Washington hosts for the opening of the Parker Exhibition of Contemporary Italian Art Monday, May 2, at the Hecht Company there. The Ambassador for Italy, Manilo Brosio, officially opened the showing by cutting a ribbon, and among those present was George Allen, director of the U.S. Information Agency; Daniel Parker, executive vice president of The Parker Pen Company, and Richard Holznecht, international director of advertising and public relations for the company.

While in Washington, Daniel Parker and Senator Wiley presented one of the paintings from the Exhibition to President Eisenhower. Accepting for the president who was out of the city was Homer Gruenther, an assistant to the president. It was agreed that the gift-painting, "Houses Under the Hill," would continue to be a part of the Exhibition until the end of its year of touring major U.S. cities.

"Man tries," writes Harry Golden, in the Carolina Israelite, "but he does not always succeed in making himself different. In the Dan Hotel in Israel, or the Claridge in Paris, or Grosvenor House in London, or any of the Hiltons in America, there is one invariable constant: for every single chair in the barber shop there are five booths in the Beauty Salon."

Parker has entered the cartridge pen business in a big way with the introduction of the Parker 45 Cartridge pen. Equipped with an easily interchanged 14-karat gold point (with seven point sizes), the new Parker pen retails for \$5, including two free ink capsules.

The cartridge, itself, is oversized when compared with others now on the market. It holds 50 per cent more Super Quink than the Parker Super "21" pen does on filling.



Handsome new gift boxes have been provided to house the Parker 45, both as single pens, and with matching mechanical pencil. The product is available in six colors; black, red, gray, light blue, green, and blue. Customers can select from seven point sizes; accountant, extra fine, fine, medium, broad, oblique, and stub.

As an additional note, the Parker 45 will also meet the demands of consumers who don't take to the idea of cartridges. A manually fillable reservoir which slips into the 45 just like a throwaway cartridge is available at extra cost.

Sheaffer Pen has come up with a merchandising program strongly resembling the Parker Franchise Plan. Involved is: 1. Limited distribution of top-line products through selected and franchised Sheaffer dealers, and, 2. expanded distribution through wholesalers and major chains exclusively of popular-price products.

The Parker T-Ball Jotter ball pen which introduced the "won't skip" concept to the industry -- and which introduced "guaranteed not to skip" -- and which introduced "guaranteed not to skip or run dry for a year" -- now adds another "new" to its long list of features. The Diamond Dust T-Ball Jotter has actual pulverized diamonds impregnated into its writing tip in dramatic emphasis of its tough, textured, long-wearing point.

Two new displays, one holding merchandise, have been especially created to help introduce the Diamond Dust T-Ball to consumers. One is a flasher display in which a big T-Ball Jotter is shown alongside a flashing diamond. Glitter coated lettering tells that the Parker T-Ball Jotter now has diamond dust in the tip.

A total of 3,027 persons around the world were directly employed by The Parker Pen Company and its subsidiaries as of December 31, 1959. They work in the United States, Australia, Canada, England, France, India, Mexico, in South America, Southern Rhodesia, and in South Africa.

No less than three entirely new motion displays feature the Parker 45 Cartridge Pen. One, heralding its newsworthiness, shows big newspaper pages announcing the new cartridge pen by Parker. The news pages flip over each time telling more about this new Parker product.

The second display shows the sleek outside appearance of the Parker 45, then a section of the display revolves to reveal a picture of the pen in cutaway, showing its oversized plastic cartridge load inside. Prominent on this display are the words "with 14-karat gold nib" -- an important few words in a pen retailing at \$5.

The third display repeats the newspaper theme as a backdrop for a rack holding a dozen Parker 45 pens. The newspaper header card is removable and behind it is an elegant plastic sign which reads: The new Parker 45 Cartridge Pen.



A new Special Products Division has been created within the Parker organization as a small, highly efficient center for achieving three objectives: 1. To develop and market new or existing products which, by their limited or specialized markets, cannot normally be profitable to other larger divisions of the company. 2. To pioneer advanced product design and gain marketing experience for those which might be profitably taken over by other divisions later. 3. To do these at minimum cost and at minimum risk of the investment required for development, tooling and introduction to the market.

Some ball point pens write through butter, so the ads say. But Parker's T-Ball Jotter now does 'em one better. It writes through wood!

Amazing as it seems, in TV spot commercials a new Diamond Dust T-Ball refill is driven through a board and made to perform perfectly afterward. It proves the point: Parker can and does guarantee the Diamond Dust T-Ball Jotter pen to write for a year without skipping. If a T-Ball refill can stand up under the torture of being pounded into wood, it can take the average abuse of a year of writing.

Parker's legal division put one restriction in the way of production of commercials showing the Diamond Dust T-Ball hammered through wood. It was this: ten refills in succession had to be thus driven and each perform perfectly or the commercial was out.

This demand was met. Later, to satisfy the networks 25 refills in succession had to withstand the test. This, too, was done and the commercials were released.

In February, we reminded that birthdays are important gift occasions, pen retailers ought to keep in mind throughout the year. We said there were about 1.5 million birthdays per month. The number should have been 15 million. Changes the picture decidedly, doesn't it.

If you keep a file on Parkergrams USA you will find a list in the December '59 issue of U.S. towns and cities which hold potential for special Christmas promotional mailings. Included are such towns as Snowball, Ark. and Jolly, Texas. Pen Crafters of Orlando, Fla. recently contributed still another possibility to continue the list: Christmas, Florida, which is about 10 miles from Pen Crafters' front door.

Modern man suffers yet another disillusionment at the hands of modern medicine. Kissing can cause tooth decay, according to recent research reports. The National Institute of Dental Research has found indications that tooth decay is infectious and can be transmitted. Mothers beware: The next time your son runs home yelling "Look ma, no cavities" you'd better take him to a psychiatrist.



Clips: The best known brand today is "10 cents off," according to Adman Len Press. ... Peiping radio has reported: "The output of fountain pens (in Red China) reached 130 million following the literacy drive." ... Scripto has reported higher net sales for 1959, but lower net income. ... Are American's too generous to their children? A thriving business is reported in \$1,800 mink coats for three-year-olds and christening gowns at \$1,000 each are also doing well. ... Brigitte Bardot, of sans-undies fame, will collect three per cent of an estimated \$15 million anticipated sales of Bardot-endorsed bras, lingerie and sunglasses. ... In 1959, Parker's T-Ball refill business was 50 per cent above forecast. ... The theme of this year's Mid-West Jewelers Convention and Trade Show, July 17 to 21, will be "Christmas in July." Emphasis on gift-giving. ... The Eversharp Reporter is showing increasing consumer acceptance; one Detroit drug store, for example sold 187 in 12 days, giving promotion of the Reporter to one small window. ... End quote: "Remember, every time you open your mouth to talk, your mind walks out and parades up and down on the words." ... There's something new in cigarets, as usual. This one lights by rubbing the end against the bottom of the pack. ... Oregon department stores are reporting a good business in crickets. They sell three to a set in small earthenware houses -- \$3.95 a set. Crickets bring good luck. ... Home buyers are currently paying an average of \$18,365 for their dream sheds. In 1950 the average was under \$11,000. ... Just the thing for beatniks -- Wurlitzer has come up with an automated drummer that can be dialed to produce 72 different rhythms. ... Sign in a Miami store window: "Try our easy payment plan -- 100 per cent down -- nothing more to pay." ... There's a new ball point made in Germany, according to the Wall Street Journal, that unfurls note paper from its own barrel. ... And, there was the fellow who dreamed he was eating a 40-pound marshmallow and woke up to find his pillow gone.

Cordially,

The Parker Pen Company

BULK RATE
U. S. Postage
PAID
Permit No. 5
Janesville, Wis.

Published by THE PARKER PEN COMPANY
Janesville, Wisconsin





16 AUG 1960



Parkergrams

U.S.A.

Sixty-Fourth Year of Publication
August, 1960

Dear Friend:

The length of your cigaret butt may indicate your economic standing. According to a Canadian study "upper class" smokers toss butts 1.236 inches long, while "middle class" cigaret butts are 1.094 inches. "Lower class" smokers aren't finished with a cigaret until the butt is a short 1.045 inches.

The Parker 45 represents the "biggest buy" for the back-to-school season, according to reports coming in from all parts of the United States. The 45, introduced this summer, is a truly fine fountain pen selling for only \$5, and includes a 14-karat gold point. But even more important to cost-conscious Americans, its cartridge is the largest on the American market.

Dealers have been quick to spot the fact that there is a Parker 45 for every hand. With seven different colors and seven selective point sizes, 49 individual models are available to choice.

And, for slightly extra cost, the customer may own yet another model, one into which he has inserted a converter unit which changes the 45 from a cartridge pen to a conventional fountain pen.

There's a new periodical called The Century Gazette which contains 100-year-old news. The publication accepts advertising only from firms at least 100 years old who wish to promote products that have been marketed for at least a century.

Escape gadgets which came out of the mind of Major Clayton Hutton of British Intelligence during World War II have come out of secrecy in Hutton's book called "Official Secret." Among the numerous devices which aided British POW's to escape and elude the Nazis was a fountain pen which, once unscrewed, gave up a compass, aspirin, benzedrine, a colored map of Europe printed on rustleproof silk and two sacks of colored dye to convert the POW's uniform into German civilian clothing. Incidentally, the pen also wrote.

Another pen devised by Hutton proved uncomfortable for anyone who happened in its way. It fired phonograph needles with deadly thrust.



With the retirement in June of Kenneth Parker as chairman of the board of The Parker Pen Company, Daniel Parker, his son, has been elected President and Chief Executive of the firm. Bruce M. Jeffris, former president, was elected to the chairmanship and simultaneously, George Parker, a nephew of Kenneth Parker, was elected Executive Vice President, succeeding Daniel Parker.

Merry-Go-Round: The United States has helped Pakistan build up its fishing industry to the tune of \$2 million in aid. Last year, proving that the assistance has worked, Pakistan shipped about 455,000 pounds of shrimp to the U.S.

There are now some 30 bills pending in Congress to impose quotas or tariffs on shrimp imports.

Pens are built to take it. They must be in order to withstand the day to day bumps and knocks in pocket or purse. Parker at one time hurled pens out of airplanes just to prove their durability.

Too many people, it seems, have lost sight of the fact that while pens are intentionally strongly constructed, they are at the same time finished to jewel-like perfection. Thus each should be handled at the counter as though it were as delicate as a fine watch.

The manner in which a salesperson handles a pen is, in the mind of the customer, a measuring stick to its value. The pen that is tossed to the counter will not seem nearly as precious as that which is uncapped and gently laid into the hand of the customer.

We get letters: W.M. Tripp, of the Fountain Pen Hospital, 601 Kress Building, Houston, Texas, tells us that he has in stock new barrels, caps, feeds, sections and other parts to repair any Parker Lucky Curve, Jack Knife, and Duofold Pens.

The newest product in the low price fountain pen field is the Eversharp "10,000", so named because of its capability of writing 10,000 words on one filling. And, like the new Parker 45, the "10,000" is a cartridge-fill pen. It accommodates the same cartridge as that designed for the 45.

The Eversharp "10,000" will retail at \$1.98, with two free cartridges. It is available, with matching pencil, in six attractive colors; white, black, azure, light gray, dark green, and red. The pen comes in a range of four point sizes.

American business has one and a quarter trillion pieces of paper on file. It costs about one cent a year to store and maintain each sheet. Annually, business adds about 175 billion new pieces to the collection. An average company spends about \$250 a year to maintain a four-drawer file cabinet.

In Wilmington, Del., a downtown store has begun free limousine service to attract shoppers away from suburban centers. With a few hours' notice and loyal patronage, the store will send a chauffeur-driven car to pick up and return the customer.



In turnabout, free bus transportation is offered between downtown hotels and Denver's Cherry Creek Shopping Center. Buses make six round trips daily. The service is plugged four times a day on TV.

And, in Los Angeles, some parking lots now have roped off areas called "nurseries." They're for small cars.

The new vice president of the Fountain Pen & Mechanical Pencil Manufacturers' Association is Alfred P. Diotte, Parker's legal counsel. George Bartol, of the C. Howard Hunt Pen Co., is the newly elected president of the Association.

A store in Toronto mailed out prize vouchers written in invisible ink. Shoppers had to visit the store and hold the voucher under an ultraviolet light to discover what they had won. Prizes began with 10 cents off on certain items and went up to a portable typewriter.

If you write your own advertising, here are some pointers on what to avoid: Don't exaggerate in the presentation of claims. Don't knock another product to sell your own. Avoid claims that are ill-supported. Don't use over-worked claims. Skip testimonials because they are overused. Don't place emphasis on social ostracism if the product is not used. Avoid making your presentation offensive. And avoid fantastic situations.

Parker dealers who might be inclined to disregard their credit responsibilities will cringe when they read this. The company's new credit manager, a fellow named George Rohrbacher, stands six-foot-seven-inches tall and weighs 250 pounds!

An exasperated salesman abandoned his car in a no parking zone, left this note: "I've circled this block 20 times. I have an appointment and must keep it or lose my job. Forgive us our trespasses." Upon returning he found a parking ticket and this note: "I've circled this block for 20 years. If I don't give you a ticket, I'll lose my job. Lead us not into temptation."

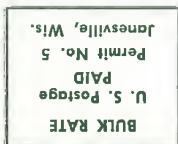
Clips: Today, 22.4 million women are bringing home their own paychecks. Sixty-one per cent are married; 23 per cent are single; and 16 per cent are widowed. ... Window shoppers in Tulsa can light up the windows of one store after the 10 p.m. "lights out" merely by pushing a conveniently located button. ... In Brazil, a man advertised to sell his car needing minor repairs or "exchange it for a Parker "51". ... Last year, the U.S. Treasury Department rejected more than 30,000 claims from men who listed their mistresses as dependents. ... Speaking of government, there are now 8,500,000 civilians employed by local, state, and federal government. That's one in every 21 Americans. ... Does it pay to advertise? Name one of the 25 Colorado mountains that are higher than Pike's Peak. ... Consumption of aspirin is climbing at a rate double that of the nation's population growth. The typical American gulps one every three days. In 1935, he consumed one every eight days. ...



Speaking of aspirin, two Seattle bars have installed time clocks to give customers proof of when they arrived and left. It might also satisfy their curiosity. ... A Japanese pen manufacturer has come up with a true pen-knife. It has a ballpoint at one end and a one-inch blade at the other. ... About 2,000 U.S. and Canadian businesses, ranging from funeral homes to dental laboratories distribute imprinted ballpoints to promote their services or products. ... A San Francisco beatnik coffee house sports this sign: "American Expresso Credit Cards Honored Here." ... A man in Palitana, India, wrote a letter to Parker Pen which arrived with this address: The Manager, Parker Pen & Co., Iowa, America. ... Production of fountain pens in India reached 15 million units last year, with most of the parts (including the points) locally manufactured. ... Charles W. Applegate, retired director of foreign sales for Esterbrook, died in mid-June. ... Sheaffer Pen has announced the lowest price for a fountain pen in its entire history. The pen retails for \$1.00. ... Ninety per cent of the dollar value of all fountain pens exported from the U.S. is realized by Parker Pen, according to a recent report. Additionally, 60 per cent of all writing instruments and fluids at dollar value exported from the country are made by Parker. ... And, finally a health note: A small boy puffing greenly on a cigaret looked at his smoking companion and said: "Even with 20,000 tiny filters, I still get sick."

Cordially,

The Parker Pen Company





AD _____
21 SEP 1960



Parkergrams

U.S.A.

Sixty-Fourth Year of Publication
September 1960

Dear Friend:

In Montreal, a robber approached a teller in a branch bank, pointed a gun through the window and demanded large bills. Merilyn Marshall, the teller, jammed her ballpoint pen into the muzzle of the pistol. The startled bandit turned and ran.

What pen in your stationery department is put in quarantine before it leaves the factory? It's a little known fact that all Parker 61 pens spend 24 hours in quarantine before they are permitted to be shipped during which time a statistical sample is subjected to the most rigorous scientific tests for filling, starting, overnight starting and writing performance.

But this is just one step in a long series of inspections and tests for perfection which the 61 goes through before leaving Janesville. Item: Each and every 61 is filled and written with after it is assembled. Item: Each and every 61 feed is examined microscopically in production. Item: 61 components are subjected to the largest statistical inspection of any Parker product. Item: Several additional operations on 61 nibs have been installed to assure the greatest measure of smoothness.

In Chicago, a court order was issued requiring a man to improve his penmanship. Generally, his handwriting was acceptable. It fell into illegibility each time he addressed an envelope to his estranged wife -- the one containing an alimony check. Numerous times in the past 36 years, the envelope went undelivered by postal authorities who could not read the address.

Don't get mixed up over refills and cartridges. The industry generally and Parker specifically uses the word "refill" to designate the ink supply for a ballpoint pen. The word "cartridge" applies to the ink supply for a Parker 45 and the Eversharp "10,000".

The unit that changes both of these pens into traditional fountain pens is called a "converter."



Actress Suzy Parker (no relation) communicates the current well-being of her daughter to ex-husband Pierre de la Salle via a printed postcard on which she pens checkmarks opposite the appropriate "Well ... Fair ... Poorly ... Ill ..."

Russ Livingston, Parker's premium and industrial sales chief, had this to say about the report of a Japanese pen manufacturer who has come up with a true pen-knife (a pen at one end, knife at the other): "There is nothing new about this product. I sold thousands of them for Brown and Bigelow some 15 years ago."

The Parker 45 cartridge pen is no longer a "lone-eagle" in the Parker line. It has developed a full-fledged family of fine cartridge fillers to accompany and compliment it.

First, there's a new 45 Flighter model, clad in stainless steel finished to a rich, satiny lustre. Consumers are familiar with the Flighter in the "51" and the more recently popular Parker 61 Jet Flighter. They'll recognize Parker styling and will be surprised at the price.

Second is a 45 cartridge pen handsomely capped in gold electroplate for shoppers who want to give the elegance of gold when selecting a gift.

Lastly, at the top of the 45 line is the Parker 45 Insignia, barrel and cap finished in precious gold electroplate and retailing at the amazingly low price of \$10, including Federal excise tax!

And, for each of these new 45's there's a matching pencil at even lower prices.

In last month's issue we reported that about 2,000 U.S. and Canadian businesses distribute imprinted ball pens to promote their services and products. Accurately, that's 2,000 different kinds of businesses -- the number of businesses promoting with ballpoints runs into the hundreds of thousands.

Families and friends of the 1960 Olympic Games participants representing 85 countries will receive letters from Rome written with Parker pens.

Parker has made a gift of 8,000 pens to all Olympic participants, including 6,200 athletes, their coaches and managers. The pens are being distributed by President Eisenhower's People-to-People committee.

The gift was made as a good-will gesture. Parker pens are sold in every country represented at the games except those behind the Iron Curtain. However, participants from these countries will receive pens along with those from other countries.

An octogenarian recently explained the secret of healthful old age. He and his wife agree that each time they had an argument he would go outside. He spent most of his life in the fresh air.



Them-days-is-gone-forever note: "Often no dropper is handy with which to fill a fountain pen when it runs dry, and trying to put ink in the slender barrel of the average fountain pen is a dangerous and messy proceeding that usually results in more ink on the fingers and desk than in the pen. A simple way to overcome the difficulty is:

"Take any bit of slender wire -- a hairpin will do nicely -- twist it into a double strand and bend about a half inch of one end into a right angle. Take the bottle containing the supply of ink, put the long end of the wire into it and proceed to pour, holding the end of the wire just above the mouth of the pen. The ink will run down the wire and off into the pen in small drops.

"Practicing once or twice with water will render one so proficient that not a drop will be spilled. The ink will run better along wire that has no coating of any sort, so if hairpins are used it is well first to take a penknife, or a bit of sandpaper, if any is at hand, and scrape off the enamel." (Reprinted from May 9, 1960 issue of Purchasing Magazine, 205 East 42nd Street, New York 17. The piece first appeared in Purchasing in 1915.

When an expedition of Polar explorers left England in June for the Arctic Circle, a supply of Eversharp pens went with them. The expedition was bound for Spitzbergen where it would make geological maps, collect and analyse plants and observe and tag birds in a ten-mile-square area that has not been mapped before in detail. The expedition shaped up as a stern test of men and pens, with high expectations all around.

The creed of Gallagher and Ascher Co., Chicago, could be adopted by every businessman or salesperson in the world. It states that a customer ...

Is the most important person in any business.

Is not dependent on us -- we are dependent on him.

Is not an interruption of our work -- he is the purpose of it.

Does us a favor when he calls -- we are not doing him a favor serving him.

Is part of our business -- not an outsider.

Is not a cold statistic. He is flesh-and-blood human being with feelings and emotions like our own.

Is not someone to argue or match wits with.

Is a person who brings us his wants -- it is our job to fill those wants.

Is deserving of the most courteous and attentive treatment we can give him.

Is the lifeblood of this and every other business.

Clips: Your dog, cat or pet bird can develop neuroses if you permit it to watch television, states a West Germany animal psychiatrist. It's not the programing but the flickering image that makes them sick. ... According to a news release from the fashion house of Nina Ricci in Paris: "The bust is narrow, flat and rectangular,



and is rarely seen before evening." ... Next month, Parkergrams USA will carry a complete rundown on Christmas displays available to Franchised dealers. ... Bulova has reported increased net sales for 1960, up \$8 million from \$58 million in 1959. ... Ronson predicts a rise in earnings of at least 19 per cent. ... Sheaffer is introducing a new ballpoint fluid called Skrip "303" which reportedly promises longer shelf life than before. ... A San Francisco disc jockey has completed a thorough testing on Scripto's new filter tip pen. Says the DJ: "So far the pen refuses to write the words 'tar' and 'nicotine'." ... More than 450 manufacturers' (Parker among them) will show their wares at the 1960 NSOEA convention at Chicago's Conrad Hilton Hotel from Sept. 24 through 28. ... The Parker Pen Company Ltd., of England, has introduced two hand-made crystal desk bases; one a paperweight and the other an ashtray. ... A slothful cannibal complained that he would soon have to seek employment after years of living off his relatives. ... Zales Jewelry Co. is testing a leased jewelry operation in two Montgomery Ward stores (Ft. Worth, St. Paul). First time for both firms. ... Lindy Pen has hired a public relations firm to handle publicity for an innovation connected with its product. ... Students at Hussey College in Nigeria have organized a "Parker Society," a club whose motto is Aut Calamus Optimus Aut Nihil -- Either the best pen or none. ... And, finally, a marital longevity note: Praising her spouse, a lady said he would never chase after another woman because he's too fine, too decent and too old.

Cordially,

The Parker Pen Company

BUK RATE
U. S. Postage
PAID
Permit No. 5
Jonesville, Wis.

Jonesville, Wisconsin

Published by THE PARKER PEN COMPANY





21 OCT 1960



Parkergrams

U.S.A.

Sixty-Fourth Year of Publication
October, 1960

Dear Friend:

Employment Note: The store personnel manager was interviewing a new job applicant. "What have you done?" he asked, to which she replied: "About what?"

Parker Franchised dealerships will be gaily decked out for Christmas this year. Two major motion displays and one static Santa display, utilizing a national ad as the basic element, will be appearing on counters and in store windows from coast to coast. Prime emphasis will be on Parker 61, "51" and "21" nib pens. "Gift" ballpoints will also be featured in a fourth display to complete the program. Along with displays with strong Parker identification there will be additional pieces with little or no company tie-in. This will assist dealers in doing a more complete store decorating job with materials offered.

A "Page Turner" motion display features eight eye-catching pages of beautiful Parker gift items. In the accompanying kit are several sculptured Santa cards and Santa price tickets -- to be used with and on units surrounding the display.

A "Set Box" motion display features a large open Parker gift box with a rotating center. In four-stop action it shows four perfect Parker gifts. Santa cards and tickets are also included.

A simple, dramatic and effective display is available with a three wise men motif. With space for an array of Parker pens it highlights the meaning of gift-giving at Christmas.

And finally, a static display incorporating a full line Parker ad spread heralds "Parker Pens for Everyone."

It takes just 10 seconds to fill a capillary Parker 61 pen. But that 10 seconds can be the dullest -- or the liveliest -- of the day. Parkergrams USA makes this special offer to those who want it to be the liveliest:



We will send upon request 25 tiny glass capillary tubes of the type used in laboratories to draw up small quantities of liquid. When you are demonstrating the filling of a Parker 61 pen you can use those 10 seconds to show just what is happening inside the pen. Take one of these glass tubes and touch it to the surface of the ink. In an instant, a thin line of ink will shoot up out of the bottle and inside the tube.

They said it, but are they glad? One of the most startlingly new designs in furniture this year is a plastic chair that wraps over head and lights up for reading. Upon seeing it Mrs. Eleanor Roosevelt asked: "Is it hot?" ... After filming a scene for his new movie "Hannibal" in which he was surrounded by charging elephants, Victor Mature piped: "I'm a devout coward!" ... And, said a letter mailed by a London research hospital: "Gentlemen boxers who would care to further the cause of science by leaving their brains when they die, please contact us. Intending benefactors may rest assured that any contributions, however small, will be gratefully received." ... To plug for its surrounding scenery, a Llandudno, Wales, hotel issued a brochure picturing itself as "a hotel that overlooks everything."

Parker continues to support its Franchise agreement and enforce its terms. In Chicago recently, Parker learned that one drug outlet was selling Parker merchandise at less than its minimum Fair Trade prices. Warnings went out immediately and when these failed, Parker went to court.

On August 4 in the Circuit Court of Cook County a temporary injunction was issued prohibiting that retailer from selling Parker trade-marked products at less than minimum Fair Trade prices established by Parker.

Dealers attending the National Stationers' convention in Chicago last month were surprised (and elated) by the new Parker Continental showcase on display in the Parker exhibition booth. The case is specially designed to show not only Parker but three lines of competitive pens as well!

The new slant-top showcase combines open display of utility writing instruments at each end with selective under-glass display of higher priced pens. In addition to providing space for competitive writing instruments, Parker also supplies display cards for these products matching those which identify Parker pens and pencils.

Here's a quick demonstration for the pen counter. Take a filter cigaret and hold the filter the way you would hold a pen. Squeeze it tightly. Now compare the shape of the filter with the triangular contour of the Eversharp line of ball pens. They're the same, proving that Eversharp's made to fit the way you grip!

Dealers in San Francisco, Los Angeles, Sacramento and San Diego received un-announced visits from Daniel Parker, president of Parker Pen, who toured California following attendance at the company's sales meetings last month. Accompanied by Richard Holznecht,



international director of advertising and public relations, Parker planned the visit "to provide a helpful two-way exchange of ideas and to cement customer relations."

Dealers invariably commented that Parker Pen had "the call" at the counter and further that they were pleased to see a company president who runs his business with customer and dealer needs in mind.

Memo to: Employes/Managers. Here's a way to extend/shorten your coffee breaks. Coffee will cool slower/faster if you add cream immediately/after a few minutes. (The fat molecules in cream retard cooling.)

The consumer who shops for cut-rates may be hurting himself! The discount house' operation is based on a low profit margin, quick turnover and minimum overhead. These are aided by less sales help, less shopping comfort and less service. Traditional stores are being forced to meet discount competition in one of three ways: matching them on price on identical items, discontinuing items stressed by discounters, and expanding basement and self-service sections.

Retailers are predicting that unless consumers change the pattern themselves, conventional stores will have to make further concessions. And, if so, the consumers will be hurt the most. Witness charges already made on once-free services such as charge accounts, deliveries, returns and post-purchase adjustments.

Parker Pen's latest annual report has been selected from among 2,500 for special display in Mead Paper Company's "Library of Ideas," a yearly promotional event which exhibits annual reports in New York and Chicago. The Parker report was chosen to be highlighted because of its unusual art treatment.

Delinquent Note: A woman was horrified to see a little boy smoking on the street. She walked up to him and asked if his parents knew he smoked, whereupon the tyke looked her straight in the eye and answered, "Lady, does your husband know you speak to strange men?"

Clips: In Pakistan, police arrested a woman whose husband said she had made off with the family jewels. Her 26 other husbands filed similar complaints. ... Talk about automation! Just 14 glass blowing machines, with just one worker to a machine, produce 90 per cent of light bulbs and radio and TV tubes (picture excluded) used in the U.S. ... Waterman-Bic is stumping for its new ball point in the Massachusetts-Connecticut area as a preliminary to (hopefully) going nation-wide. Commercials state: "Write and the ink flows instantly -- lift and the ink retracts like magic." The pen has no retracting mechanism. ... Said a small boy to his mother: "Daddy took me to the zoo. One animal came in and paid \$33.80 across the board." ... An article in the October issue of Playboy declares that there is nothing like a fountain pen for writing. It is illustrated with a big and beautiful Parker Duofold pen. ... The



most persuasive selling words, according to researchers, are: You, Easy, Money, Save, Love, New, Discovery, Results, Proven, Health, and Guarantee. Watch for some huckster to use them all in a sentence like: You Save Money Easy, find New Love, with this Proven Health Discovery that Guarantees Results. ... Here in Wisconsin, residents consumed 147 fifths of brandy per 100 persons last year, several times more than citizens of other states and over nine times the national average. Find out why and you can make millions. ... The typical new home buyer in 1959 had an income of \$6,912. ... Separating the women from the girls next season will be revival of the backless bra swimsuit. ... Alabama's Rep. Andrews suggests that the "national sandwich of the U.S." should be the peanut butter variety. ... In the Phoenix Valley area, where there are 650,000 people and 15 AM radio stations, one-minute spot commercials are selling for as little as 70 cents. ... Public Relations is now a \$2 billion a year business, employing about 100,000 persons in more than 1,350 organizations. ... Need another word for "used" or "second-hand"? Try "pre-owned". ... One company making a ballpoint pen dramatically states in its literature that the pen contains "an amazing 72 milliliters" of ink. That'll do for a start, 72 milliliters is about a half teacup full! ... A monkey in the New York zoo became confused after reading the Bible and Darwin's theory of evolution. He asked himself, "Am I my brother's keeper or my keeper's brother?"

Cordially,

The Parker Pen Company





AD _____

DEC 1960



Parkergrams

U.S.A.

Sixty-Fourth Year of Publication
December, 1960

Dear Friend:

An optimist is a fellow who buys two lifetime fountain pens for his own use, so saith the Milwaukee Journal.

Trading stamps can now be used for vacation tours to foreign lands, in some cases by jet airliner! Gold Bond and Northwest Orient have teamed up in one example. For 616 books you can fly to the Far East (and presumably return).

In the National Stationer and Office Equipment Association annual convention, suppliers show their wares, attendees become footsore, and Chicago's gigantic Conrad Hilton Hotel strains at its foundations. All the big pen names were there in September, of course. Parker, Eversharp, Sheaffer, Scripto, Paper Mate, Waterman, Esterbrook -- each vied for dealer attention.

Parker focused dealer eyes on its 45 Cartridge Pen line, the fast-moving T-Ball Jotter, and its bellwether, the Parker 61. Another feature was Parker's traditional breakfast honoring NSOEA district governors and specifically Dallas' Neill W. Stewart, Jr., NSOEA president.

The exhibit areas were crammed with people. There, Parker unveiled to retailers its new "Continental" Showcase and garnered great response. The Continental, developed by Parker point-of-purchase specialists, is engineered to show not only Parker merchandise but also Parker's competition.

If the exhibition hall was stuffed with humanity, the elevators of the Hilton were chugging ceaselessly. After minutes of waiting outside the elevators, one dealer in the crowd mumbled to a companion: "This is the largest displaced persons camp in the world."

Health note: Upon completion of a very thorough physical checkup, the man asked: "Well Doc, how do I stand?" The physician replied, "I really don't know. It's a miracle!"

Scripto has announced that it will build its Common Market factory in Monaco. The firm has other foreign plants in Great Britain, Africa and Australia.



Bart Hoag is Scripto's new head of domestic sales. His predecessor, W. F. Latz, becomes vice president for planning, advertising and sales promotion. J. W. Brooks remains as senior vp for marketing and sales.

In other industry highlights, Sheaffer has launched its traditional writing contest among students, joining hands with Scholastic Magazines.

Platinum Industries of Japan has introduced a cartridge pen called the "Honest 60". It retails for about \$3.75. Paying more attention to the pen than the English copy, a promotion sheet reads:

"Install the cartridge to the axle of the neck section enough even pushing the stainless steel ball into the cartridge slightly. To lead ink to the nib smoothly, press cartridge slightly until ink ooze out enough at the nib point."

Parker's advertising account will leave Chicago's Tatham-Laird, Inc. on Feb. 28, 1961. The reason given for the split was "basic differences in philosophy. Compton Advertising, which services Parker's Eversharp account, will serve as interim agency for Parker products between February 28 and the end of June -- a selling season of utmost importance to every Parker retailer.

Next time you're in a hurry and get caught at a stoplight, tie a shoelace to make the time pass hurriedly. It takes about as long to tie one shoelace as the average stoplight holds up traffic.

Time is relative. Five minutes in a dentist's chair can seem like hours. But hours spent in conversation over cocktails doesn't seem long at all.

The secret to making time work for you instead of against you is to keep active, even if it means just straightening up a tray of pens. You'll be surprised how long this simple act takes and how short it seems.

Agencies in Denmark, Venezuela and India were winners in an international advertising competition sponsored by Parker Pen among its 48 foreign-market ad agencies. Each submitted an advertisement on the Parker 45 which will be introduced in foreign markets in January. Forty different languages were involved.

Judges were Sid Bernstein, editor of Advertising Age, Lucius Crowell, former agency executive, and William G. Erickson, western advertising manager for Life International.

The object of the contest was to produce as many ideas as possible for Parker, and to encourage creativity in its agency network. All agencies showed startling competence.

Parker's educational aids program, The Parker Pen Party, is in full swing again. Last year and for each of the several years Parker has sponsored this program,



approximately 10,000 teachers (and thus automatically their 300,000 students) enrolled in the program. Expectations run high that previous enrollments will be surpassed this year.

It is not a simple, unsupported boast to say that Parker pens are being made better and last longer today than ever before. There has been a 43 per cent decrease in the number of nib pen repairs made by Parker Pen Service, Inc. in the last six years. This fact comes from Henry Prust, manager and newly elected vice president of Parker's service subsidiary.

True, there are 220 independent service stations which repair Parker products. But records of parts sales, shipments and billings maintained by PPSI show a proportionate decline. Meanwhile, sales of nib pens in the U.S. have not declined appreciably.

With 43 per cent less repairs to accomplish than six years ago, PPSI's seven offices and two branches now give record-breaking service -- just 48 hours from the time a Parker pen enters the shop until it is mailed to its owner.

As an aid to the Parker factory, PPSI regularly sends analyses of repairs to Parker's quality control laboratory to quickly note and correct trouble spots.

Cheerful note: With both engines of his plane hopelessly on fire, the pilot donned his parachute, and shouted to the passengers: "Don't panic folks. I'm going for help!"

You pay \$518 in taxes on a car that retails for \$2,500, according to the Automobile Mfrs. Assn: Here's the tax breakdown on a car delivered in Detroit. Taxes on materials and parts before delivery to factory: \$108. Manufacturer's taxes: \$288. Dealer's taxes: \$34. State sales tax: \$75. License plate and car title: \$13.

High finance: A stack of \$1,000 bills 12 inches high equals one million dollars. A billion dollars in \$1,000 bills will reach as high as an 88-story building.

Clips: There are people who make things happen, people who watch things happen, and people who don't know anything happened. ... Venus nib pens are being packed and carded with cartridges supplied by Sheaffer. ... In Los Angeles, Parker dealers are often invaded by Japanese tourists. They buy fistfulls of expensive nib pens and turn down gift boxes saying "they pack easier." ... Queen Elizabeth has ordered 50 ballpen and pencil sets from her official pencil maker -- The Eversharp Pen Co. of England. ... A bill collector is a man who doesn't believe in putting off until tomorrow what can be dunned today. ...

Americans will have consumed a record 31 billion cups of tea by the close of 1960,



according to the U.S. Tea Center. ... Russian perfume will be on sale in London for Christmas. In the first shipment were "Crimean Violet," "Moscow Fires" and "Kremlin." ... In Paris meanwhile, gamebirds are being wrapped in provincial newspapers and sold at a handsome price to philandering husbands who need "proof" that they've been away hunting over the weekend. ... There's even a word for illegible handwriting. It's Cacography! ... In Toronto, unemployed workers are complaining to the social welfare department. They want free parking privileges when they stop to pick up their unemployment checks. ... How to read the ads: "Ordinary" means totally ineffective. "Miracle" means it works. "Regular" means antiquated and "new" means regular. "Totally new" means the bottle has changed. "New New New" means it is not more than six months old. ... A church in Monte Carlo no longer sings hymns with numbers lower than 37. Reason: Roulette numbers go up to 36 and too many people were leaving the church to play a hunch on a hymn.

Cordially,

The Parker Pen Company





“America’s Largest Ink Cartridge Now at America’s Lowest Price!”

With this advertising slogan and one of the most important developments in cost of writing to come along for some time, Parker catapults itself into a news event worthy of special treatment in this issue of Parkergrams USA.

Effective Jan. 3, 1961, the Parker 45 and the Eversharp “10,000” cartridge pens will become dramatically more economical to use. On that date, Parker reduces the retail price of Super Quink cartridge five and 12-packs by a full 41 per cent! Five-packs will sell for 29 cents and 12-packs will retail at 69 cents — 41 per cent less than before.

Parker Pen, which has been in the cartridge pen business for a brief four months, has succeeded in developing production techniques and efficiencies which have dramatically reduced cartridge costs. These savings are being passed on to the consumer. Thus, no longer will dealers have to face up to consumer objections to the high-cost of operation for cartridge pens. Parker/Eversharp cartridge pens will be 41 per cent more economical to use.

Parker Franchised retailers with stocks of Super Quink cartridges will have no misgivings concerning the lowering of cartridge prices. Parker will absorb the price decrease on all current inventories of Super Quink cartridges. In addition, a full-scale program is now underway to provide advertising, point-of-purchase material and re-pricing kits to help Franchised dealers make the most of this new cartridge economy.

There can be no doubt that this price breakthrough by Parker Pen underscores the meaning of the Parker Retail Franchise. This company pledged itself when creating the Franchise agreement to give retailers the very best products at just the right price.

(For additional news of Parker/Eversharp, see the other side of this special page.)



Parker/Eversharp made the pages of newspapers across the nation recently via this story by Henry J. Bechtold, a United Press International writer. UPI services about 1,500 newspapers.

BY HENRY J. BECHTOLD

NEW YORK (UPI)—It took a few years, but Parker Pen Co. finally has solved its dilemma of entering a lucrative low-priced market in its field without sacrificing a precious reputation.

This is the same problem faced by many other firms today.

Back in 1957 the Janesville (Wis.) company looked with envy at the mushrooming market of ball pens priced below a dollar.

An estimated 300 million ball pens were being sold annually at that time, as against 40 million fountain pens, and the average retail price of the ball pens was 44 cents.

PARKER already had entered the ball pen market in 1954, but its ball pens ranged from \$2.95 to \$8.75. And the company was getting ready to launch another pen in this line in 1958 at a price of \$1.98, still a rather high price for a ball-point pen.

Parker was doing quite well with its ball pens, dollarwise, but it felt it could do much better by getting closer to the profitable lower-priced market.

So Parker purchased a company already in the lower price field, one with a good brand name but with a record of drastically declining sales.

IN JANUARY, 1958, Parker acquired the writing instrument division of Eversharp Inc. for \$1.6 million.

Eversharp had been plagued by wrong timing with the wrong products since 1945 when Milton Reynolds beat it to the gun with a ball pen by seven months.

Late in 1959 a series of steps were initiated to integrate Eversharp into the Parker operation, and the final step came in September this year when the small Eversharp sales force was integrated into Parker's staff.

Meanwhile, Eversharp began introducing new pens, all with the mark of Parker quality and design.

Parker now has sales strength in pens ranging from 70 cents to \$1.50, and has lost none of its reputation in the high-priced field.